

I am an individual, private consumer experiencing the effects of increasing concentration and consolidation of media ownership in this country. Instead of increased competition, diversity and localism, FCC's avowed goals, we get copy-cat, homogenized programming playing to the bottom line with diminishing local focus and values. Most disturbing is the increasing concentration of ownership in a few national/international companies controlling multiple forms of media with uniform bias, usually conservative, in the same locality. This is particularly pronounced in radio and television. The few independent newspapers that do exist as in my area, are, nonetheless, threatened by conglomerate takeover. FCC regulations must prevent this erosion of diverse perspectives, opinion and programming if democracy is to mean what it's supposed to mean.